

Media consolidation has presented the gravest danger for the quality of public discourse in the United States. It stifles dissent and gives a small clique the power to set the public agenda. Sinclair Broadcasting's recent decision to force their stations to preempt regular programming and air an anti-Kerry documentary is just the latest glaring example of how consolidated media ownership uses access to public airwaves for blatantly political purposes.

Does Sinclair Broadcasting contribute to the public interest by imposing their political agenda on viewers? Sinclair Broadcasting does have a strong stake in the outcome of the upcoming election. They believe that the putative reelection of George W. Bush would be much more beneficial for their business interests. No wonder then that they are making anything possible to contribute to Bush's reelection.

Is this how media companies are supposed to serve the interests of the public? Will we, the viewers, allow for big corporations to manipulate public opinion? Will the FCC finally do something to prevent the consolidation of media ownership in the hands of the few?

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